



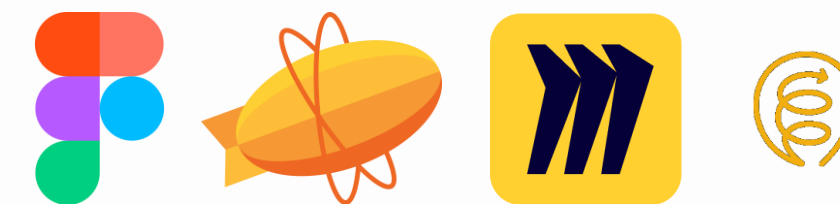
# COCONUT Candle

Light Up Your Moments .. Order Candle Tools

Amjaad AL Jassasi

1 Week

Used tools





# Challenge or Problem Overview

In today's digital age, acquiring candle making kits has become increasingly challenging due to the proliferation of online platforms and applications. These platforms vigorously compete by offering competitive pricing, swift delivery, and widespread availability.

My aspiration was to develop a solution facilitating merchants in procuring candle making tools conveniently from either their homes or workplaces. This solution aims to provide straightforward ordering methods, affordable pricing, and a diverse range of options.



# Discovery: Research & Analysis

To comprehend the of how many people use digital technology application usage for ordering candle making tools, along with users' proficiency in utilizing them, was imperative. Moreover, delving into users' preferences, choices, and needs concerning candle making tools purchases was crucial. This endeavor involved gathering comprehensive insights into what drives users to prefer ordering these tools, as well as understanding the obstacles they encounter during the ordering process and the specific products they aim to procure.

Hence, I embarked on a journey of conducting surveys and interviews to meticulously gather all the requisite information. Through these methods, I aimed to delve deep into users' perspectives, uncovering their motivations, preferences, and challenges in the realm of ordering candle making tools. By employing these research techniques, I sought to compile a robust dataset that would illuminate the intricate nuances of users' behaviors and preferences in this domain..



# Design: Concepts & Sketching

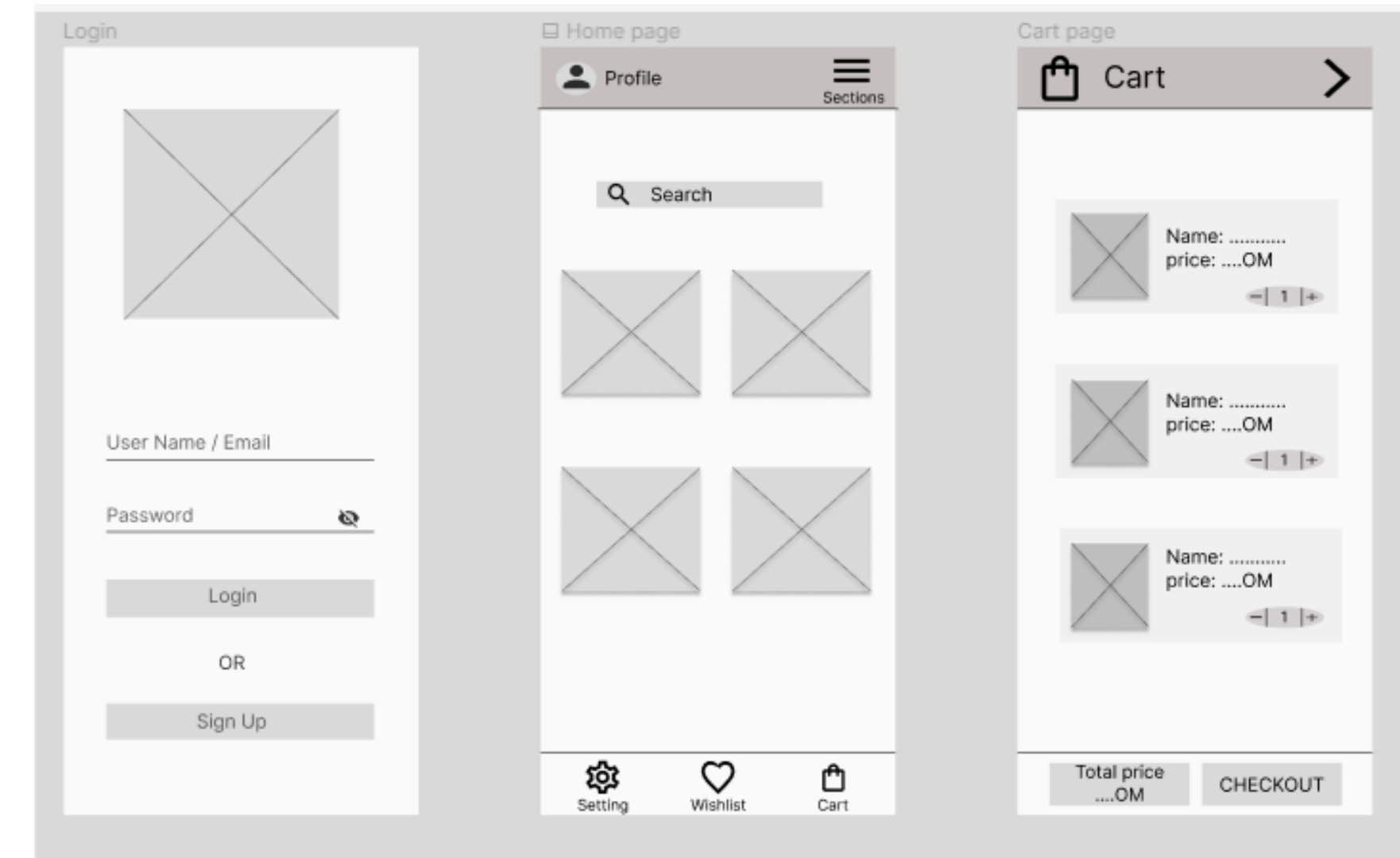
Following our research findings and compilation, it became evident that there was a demand for an online platform enabling users to conveniently purchase candle making kits from any location. Subsequently, we devised an online solution tailored to address this need. Initially, I utilized Crazy 8 Sketching to draft a sketch depicting the app screens, followed by the creation of a low-resolution design based on the diagram.



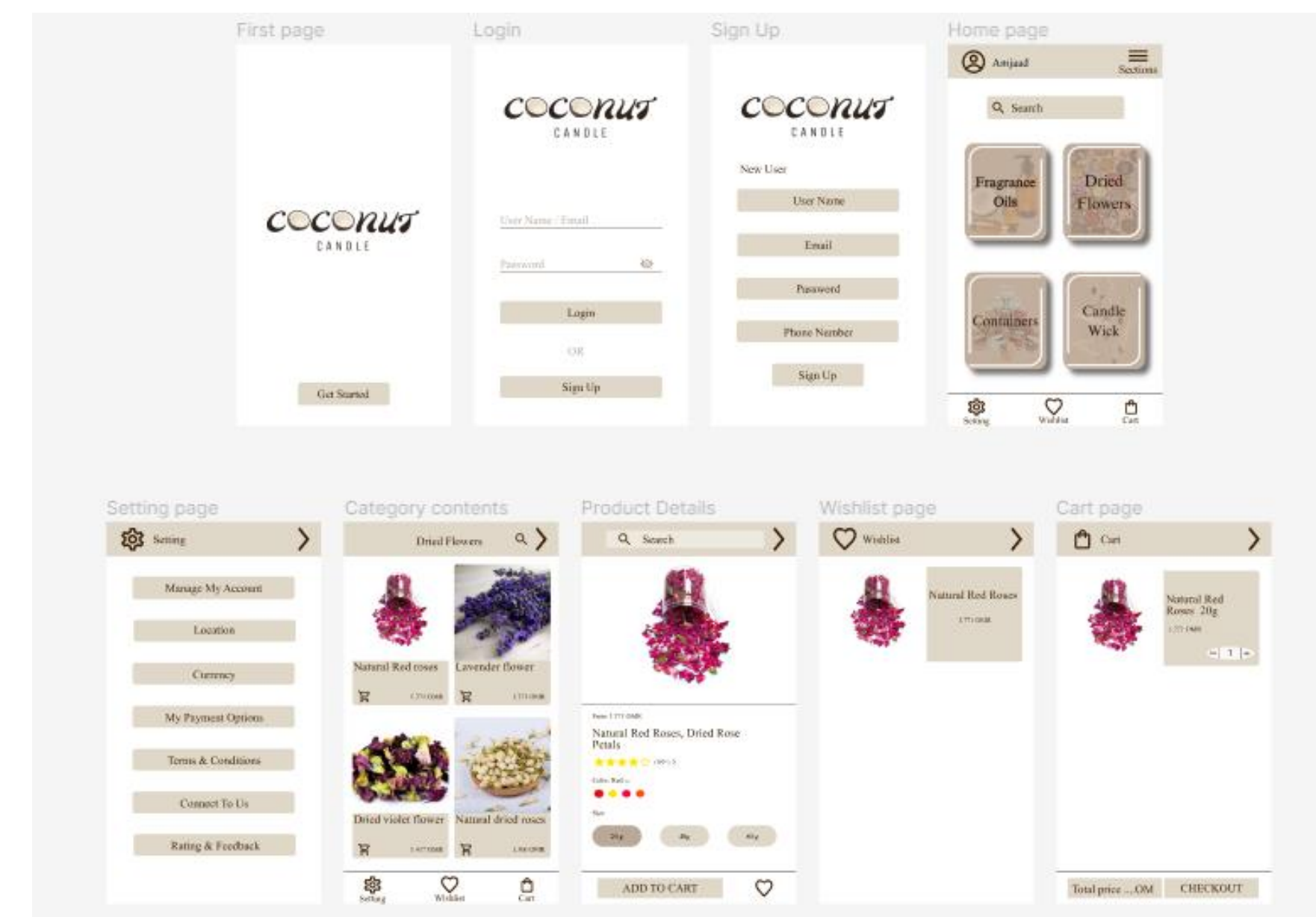
## | SLIDE

# Develop: Prototyping

I started with the low fidelity design , I used Figma to create my design which were based on the sketch I have did before. You can check it [here](#).



Then after the surveys and interviews I developed my design to the final look [here](#).



# Test: Validation, Usability, Feedback

We conducted a survey with a ten of potential users who agreed to validate our product, see how useful it is and provide their feedback to make the product better. The data based on this survey was organized and then we analyzed it to get more insights.

Below is the major take aways of our data analysis:

- 50% drop off rate at product details part of flow
- 50 % of the users were happy with usability of the product

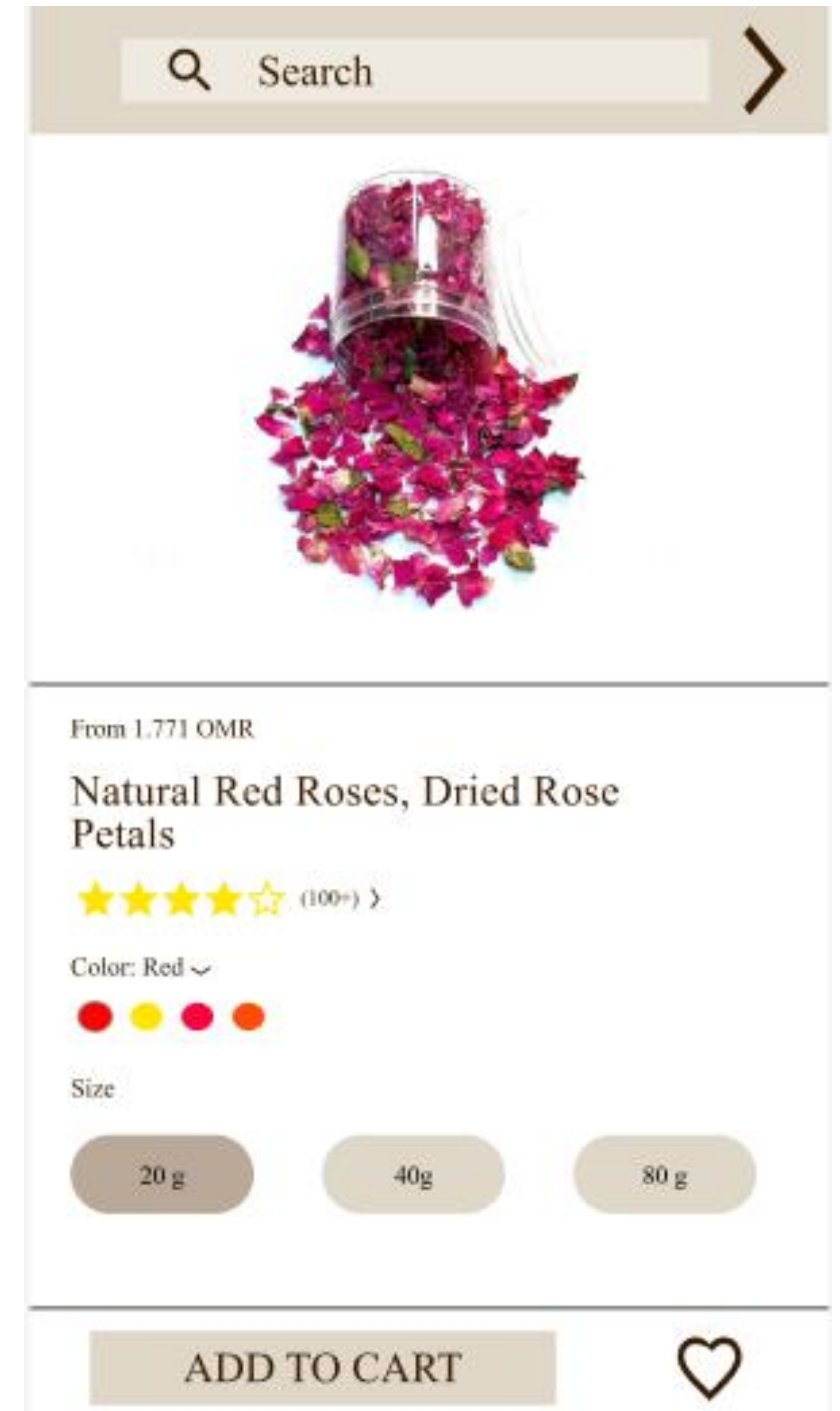




# Design: Iteration

After conducting interviews and surveys, I collected all the data I needed and created the final product based on users' needs and suggestions, adding some features and updating others:

- Most users did not like the product detail page, they wanted more details about the product to place a real order.
- I deleted and added some icons
- I also adjusted the edges
- Finally I updated the navigation and added the app logo.





# Solution & Impact Overview

After finished up paper sketches and COCONUT Candle prototype, I started to create a High Fi prototype of my proposed solution to illustrate my ideas and represent the concept for getting quick feedback and improving the product.

My COCONUT Candle prototype was created with Figma and consists of 9 frames and focused on users' pain points.

Also, I have used Zeplin to export my prototype file to generate development resources. You can access it [here](#).

**COCONUT**  
CANDLE

User Name / Email

Password



Login

OR

Sign Up

# About Me

I am Amjaad Al Jassasi, an Electronics and Telecommunications Engineer with a strong interest in UX design. I am proficient in using different tools such as Figma, Miro, and Zeplin, and I believe my research understanding and experience in this course will help me understand user needs more to create UX design. My ultimate goal is to create my own brand to promote my ideas in UX design. I thoroughly enjoy expressing creativity through drawing and design.